

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



**A STUDY OF THE STUDENTS AWARENESS ABOUT THE 1MALAYSIA
CONCEPT**

MOHAMMAD ARIFF BIN HARON

2009766095

SHAMSUL SAFRI SAMSUDIN

2009382479

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE
SUPERVISOR**

Name of Supervisor: Miss Farah Adilla bt.Abd. Rahman

Title of Research Report: A Study of The Students Awareness about 1Malaysia
Concept.

Name of Students: Muhammad Ariff B. Haron
Shamsul Safri Bin Samsudin

I have reviewed the final and complete research report and approve the submission
of the report evaluation.

.....

(Miss Farah Adilla bt.Abd. Rahman)
SUPERVISOR

THE DECLARATION

Declaration

"We hereby declare that the work contained in this research report is original and our own except those duly identified and recognized. All materials used in this research, other than our own, have been appropriately acknowledged."

Signature,

.....
(Muhammad Ariff B, Haron)

.....
(Shamsul Safri Bin Samsudin)

ACKNOWLEDGEMENT

Alhamdulillah, grateful thanks to Allah S.W.T who bestow courage, inspiration and strength to us in completing our research. At last, after going through tough challenge, with strong support and guidance from several individuals, we are able to complete our report. One of the nicest aspects of writing this acknowledgement is that it presents a formal opportunity for us to thank individuals who helped us.

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May Almighty Allah S.W.T guide all of us, now and after.

THE ABSTRACT

Abstract

1Malaysia or 'One Malaysia' is a continuation of the concept by previous prime minister, aimed to develop the country as a developed country. The 1Malaysia concept were introduced in 2009 by Dato' Seri Najib Tun Abdul Razak in order to achieve the developed country. The study examines the student's awareness about the 1Malaysia concept. This study are focused the factors contribute to the student's awareness about 1Malaysia concept among the final semester students of Bachelor in Administrative Science, to determine the significant relationships between factors and 1Malaysia concept, and to identify the most influential factors that influence student's awareness. A convenient sampling of 86 students of Faculty of Administrative Science and Policy studies in UiTM Malacca City Campus. The finding of this study found that , it can be summarize that all four factors which are mass media, knowledge, personal attitudes and government are contribute towards the student's awareness about the 1Malaysia concept. It can be concluded that the entire hypothesis is achieved and we can concluded by referring the most influenced factor that lead to the student's awareness is knowledge, personal attitude and government programs.